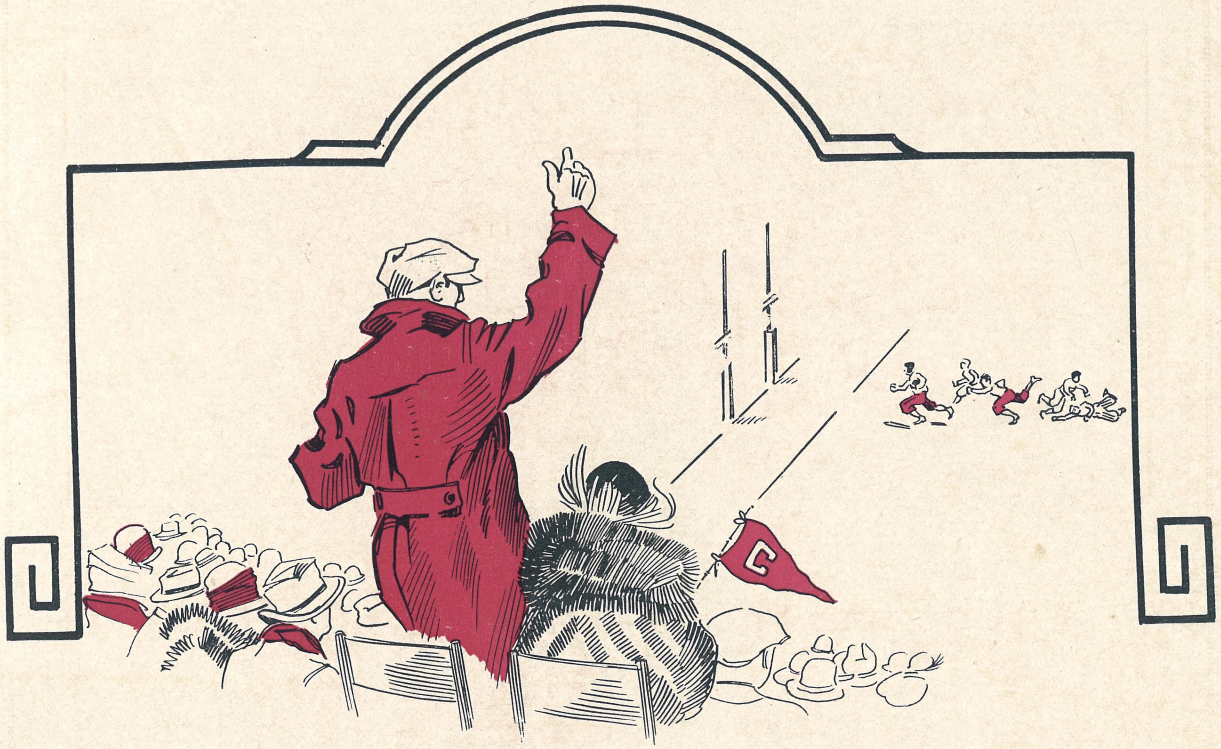

CENTENARY FOOTBALL PROGRAM

1929

JOURNAL
PRINTING
COMPANY

PRICE
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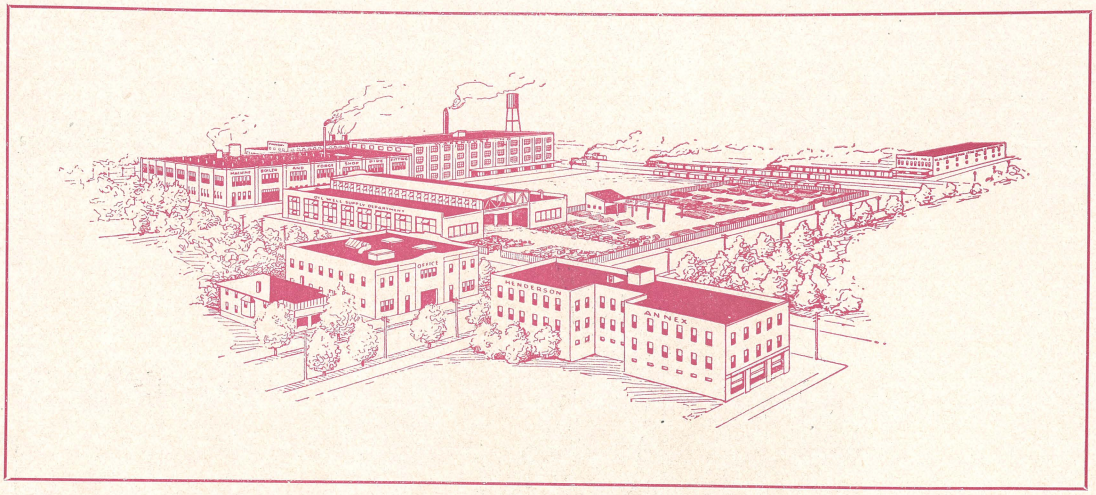

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The Largest Oil Well, Mill Supply and Electrical Equipment House in the Southwest

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Caddo, Spring, Strand and Commerce Streets

SHREVEPORT, LOUISIANA

Owners and Operators of Radio Station KWKH

TICKETS ON SALE AT SELBER BROS. AND SPURLOCK DRUG CO.

Interesting Facts About Centenary

Founded 1825 at Jackson, Louisiana, under the name of "The College of Louisiana." Later the name was changed to Centenary College of Louisiana.

The 105th session opened September 18, 1929.

The College buildings were occupied by Union troops during the Civil War. Much damage was done except to the Union Literary Society Hall. Its name probably protected it.

The number of hound dogs a student might bring to school with him was limited to two in the early days, by action of the Board of Trustees. The regulation still remains.

DR. GEORGE S. SEXTON
President

Centenary College was moved to Shreveport in 1908.

Total enrollment college students, 1920-21	43
Total enrollment, June 1928 to June 1929	1048
Increase	1003
Endowment, June, 1929	$771,613.00
Annual commercial value of Centenary College to Shreveport with 500 students in attendance	$550,000.00

Assets, 1921	$ 336,000.00
Assets 1929	1,334,718.77
Gain in Assets over Eight-Year period	960,152.91

The student Body has increased 836% since 1920. In 1921-22 with 112 students enrolled the cost per student was $393.00. In 1928-29 with 1048 students enrolled the cost per student was $206.00.

Thus, while the Student Body was increasing 836% there was a decrease of 48% in the cost per student.

The Endowment Fund of Centenary is all invested in Shreveport's business and industry.

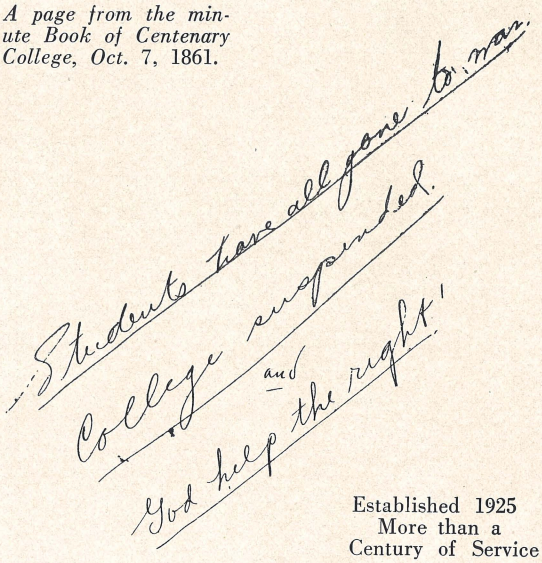
Centenary College is a member of the Association of Colleges and Secondary Schools of the Southern States, the Association of American Colleges, and the Southern Intercollegiate Athletic Association.

Centenary has graduated, since 1921, 309 students. The class of 1929 had 73 members. Graduates of the last seven classes are located in 18 states.

Centenary graduates are employed in thirty different professions and businesses.

Centenary has reached its limit in enrollment. New buildings and additional endowment are needed to adequately care for students now in attendance and those who want to come.

A page from the minute Book of Centenary College, Oct. 7, 1861.



Established 1925
More than a
Century of Service

LET'S REPEAT SEASON OF 1927—NO DEFEATS

Another Big Event

"It's Your Fair--- So Be There"

Lee Mitchell, Back

OCT. 31—NOV. 11
"Armistice Day Too"

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RIDE 'EM GENTS

Marvin Speights, Guard

W. F. Taylor Co., Inc.

Wholesale Grocers

Shreveport, La.

Natchitoches, La.

Stars Do Shine But—
Team Work Wins!

meet friends and fellows at the Majestic; you are mighty welcome to telephones and ice water.

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NORRIS' CANDIES
WAHL FOUNTAIN PENS
CRANE'S WRITING PAPERS
PIPES, RAZORS, CLOCKS,
ETC., ETC., ETC.

Majestic Drug Store

Milam Street at McNeil

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Fred Willis, Captain, Tackle

Fred Willis Leads Centenary To Victory

Feibleman's Lead in Fashions For Smart Men and Women

A new party dress . . . a new "tux" a sport coat for the campus . . . a lounge suit for the fraternity house or a smart ensemble for class room wear . . . they must be fashion-right and when they come from Feibleman's their fashion-rightness is assured. Remember our New York office is constantly scouring the leading markets of the country for new things . . . reproducing smart fashions shown by the New York shops and bringing them to fashion alert men and women of Shreveport.

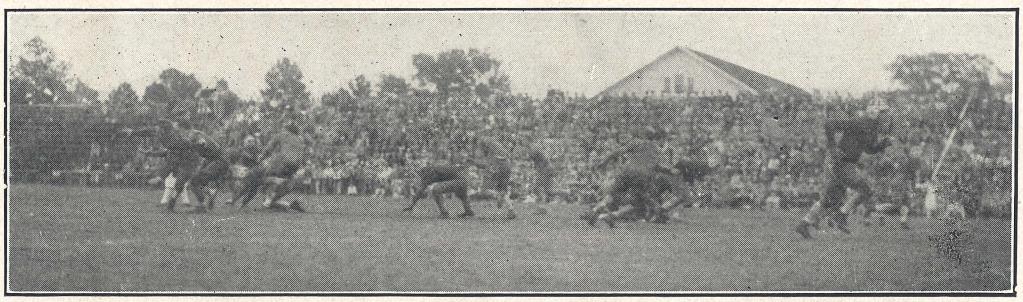
Feibleman's

Shreveport's Greatest Department Store

DON'T MISS NEXT GAME--MAKE RESERVATIONS AT ONCE

Let's Grow Together

The Exchange Banks



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The FASHION

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Autumn Modes

for the

College Miss

E. I. Davis, President

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"STANDARD" MOTOR OIL

Team Work Tells . . . .

Sid Balter, Guard

A brilliant pass from half to end a well executed march down the field—yard after yard gained! Eleven men moving as one. Teamwork tells on the gridiron. Even more important than the individual star is this teamwork, this loyalty.

The same characteristics which make the unconquered football team great is the trait which makes an organization efficient.

It is the teamwork of thousands of willing workers that safeguards the high quality and purity of "Standard" Motor Oil and "Standard" Gasoline—from oil well to your tank. Behind these products lie the resources, the long experience, and the technical skill of one of the world's great petroleum organizations, working together to manufacture motor fuel and lubricating products of prime quality.

For real motor performance and all-around satisfaction, stick to "Standard" Gasoline and "Standard" Motor Oil.

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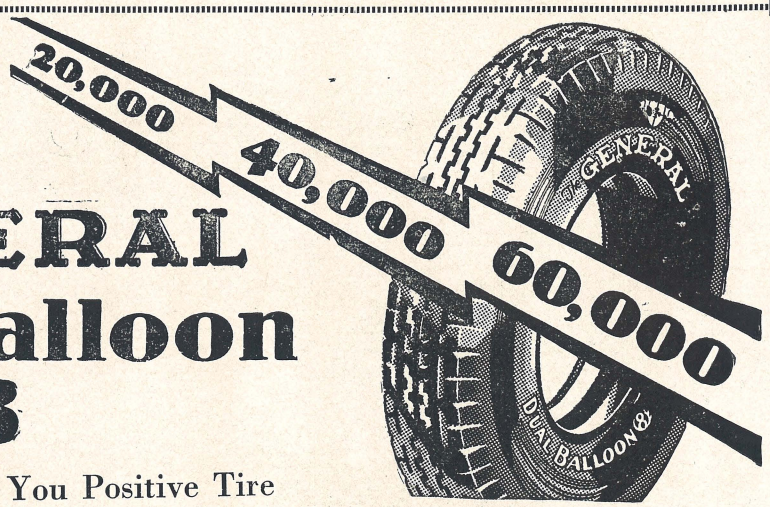
THERE ARE SEVEN HOME GAMES. SEE THEM ALL!

Those Extra Miles in

GENERAL Dual Balloon 8



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Tommy Younger, Center

JOIN CENTENARY CLUB

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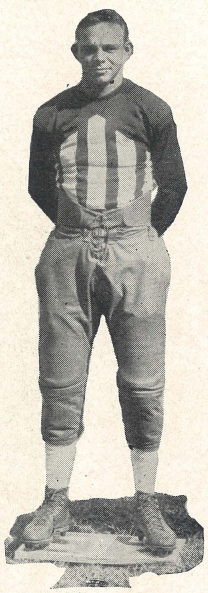

Jake Hanna, Quarter

Centenary Pharmacy
Opposite Centenary College

Broadmoor Drug Co.
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2628 Centenary Blvd.
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Prescriptions Carefully Compounded
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Steadily Marching to reach our goal!

To cooperate in full measure with each consumer and to render the most satisfactory service at all times—this is the goal of your gas company.

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5180—Telephones—5189
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Lead and Linseed Oils
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Wall Paper and Canvas
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GENTLEMEN! We Are Betting On You

In fact we employ "GENTLEMANLY" Salesmen only

Louisiana Refrigerated Products Corporation, Inc.

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THE GENTS ADVERTISE SHREVEPORT—BOOST THEM

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Why not arrange now to put your 1930 dollars to work where they will substantially increase your income?

You can do this by following the example of more than 450,000 other men and women who have put their money to work in the securities of the $900,000,000 Cities Service organization. These people are getting, in addition to a strong combination of safety and marketability, excellent yields of about 6¾ per cent.

Whatever your particular requirements may be—Bonds, Preferred stock, Common stock—you can meet them with sound, seasoned securities of Cities Service Company.

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Gents Stay in There and Fight!
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GENTS

Skinny Scanlon, Back

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Coca-Cola
IN BOTTLES

Coca-Cola Bottling Co.

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Oriental Rugs

2000 Fans at Austin Will Help Beat Those Texas Longhorns

Centenary College Athletic Council

E. A. McDonnell
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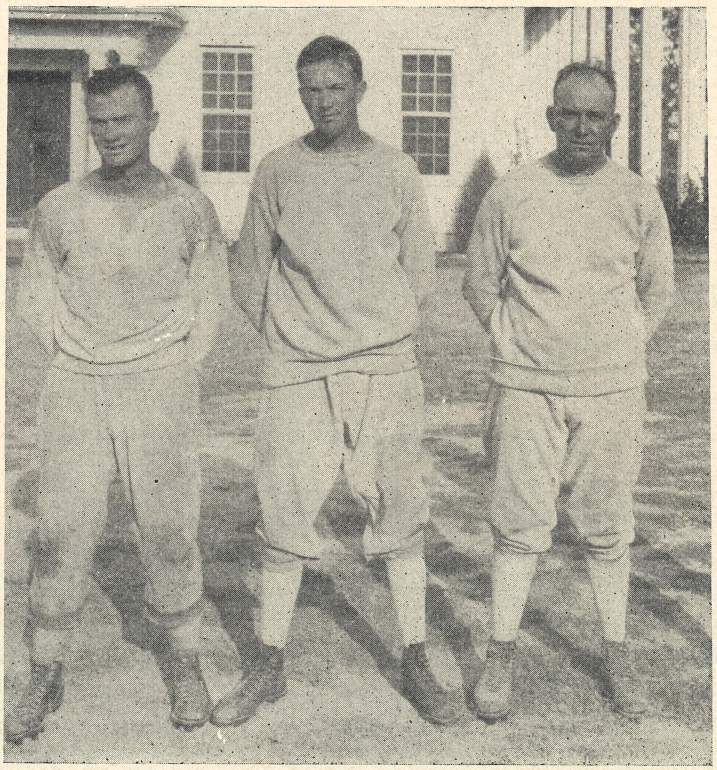
George M. Reynolds, Chairman

W. G. Phelps
Jno. A. Hardin

THE COACHING STAFF



BINION, PARKER, NORTON

Homer H. Norton, Athletic Director and Head Coach

Coach Norton has been connected with the Athletic Department at Centenary since 1920. and has had a big share in the development of high class athletics at the college. Since becoming Head Coach his teams have made an enviable record. In 1927 they were undefeated, and played games which included four Southwest Conference teams. Norton's record is one of which Centenary and Shreveport should be proud.

Curtis Parker, Assistant Coach

Parker joined the Centenary coaching staff three years ago, after a successful athletic career at the University of Arkansas, where he graduated. His Freshman teams have always been well trained, and he has furnished for the Varsity well drilled men. This year he was promoted to the position of Assistant Coach, an honor which he well deserved.

Files "Dutch" Binion, Freshman Coach

"Dutch" was one of the greatest athletes that ever wore a Centenary uniform. He lettered in four sports, made an excellent school record, and was an all-round man on Centenary campus. Last year he was one of the assistants on Norton's staff, and this year he was selected as Freshman coach to succeed Coach Parker.

Fred Willis, Captain

Fred is playing his last year for Centenary this season. He is the greatest tackle in the history of Centenary, and one of the greatest in the Southwest. In electing him Captain this year the Varsity squad picked a real leader. Under his direction on the field the team is expected to have a great season.

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SPORTSMANSHIP FIRST — THEN VICTORY!

M. LEVY CO., Inc.

Shreveport's Greatest Clothiers

—and here's hoping to take them all this season.

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Centenary Leads in Football

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Call on us for your wants in Paints, Wall Paper, Roofing and all Kinds of Building Material

Central Lumber Co., Inc.

"GOOD WOOD GOODS"

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Shreveport, Louisiana

GO GET 'EM GENTS

We Are Right Behind You 100% Strong

After the game is over, take a ride in an Auburn or a Cord—two premier automobiles of America.

THE WHITE-AUBURN COMPANY, Inc.

305 Market Street

THE "GENTS" WERE UNDEFEATED IN 1927

GENTS WILL SHINE

Our Gents will shine tonight, our Gents will shine.
Our Gents will shine tonight, our Gents will shine.
Our Gents will shine tonight, our Gents will shine.
When the sun goes down and the moon comes up,
Our Gents will shine.

(Other team) will cry tonight, (other team) will cry.
(Other team) will cry tonight, (other team) will cry.
(Other team) will cry tonight, (other team) will cry.
When the sun goes down and the moon comes up,
(Other team) will cry.

Centenary Gentlemen

We Are With You 100%

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ATWATER KENT RADIOS AND SUPPLIES

AUTOMOTIVE AND ELECTRICAL SUPPLIES

Interstate Electric Company

Exclusively Wholesale

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Congratulations for 1929

2000 FANS AT AUSTIN WILL HELP BEAT THOSE TEXAS LONGHORNS

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SWEET
CREAM
ICE CREAM
Is a
Delicious
Food

Phone Your
Nearest
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If you are interested in the College join the Club today. Dues $5.00 per year. Mail checks to Centenary Club, Box 1736. We boost all activities for a Greater Centenary College in Shreveport.

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for a
Greater
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and
Greater
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Phone 8-2653 — 3306 Line

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TOUCHDOWN

The "Gents"
The World's Greatest
Team

Goodyear
The World's Greatest
Tire

SEGALL TIRE CO
WHOLESALE - RETAIL

On to Victory, Gentlemen; All
Shreveport Is Behind You

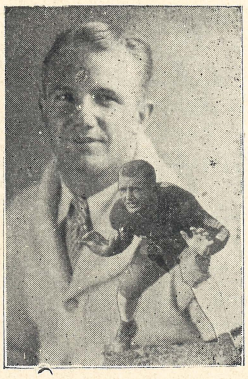
The
HEARNE
Dry Goods Company, Ltd.

Fowler Commission Co.,
INCORPORATED

TICKETS FOR THE REST OF SEASON ARE STILL ON SALE

An Invitation

Just across from the entrance to Centenary campus you will find one of Standard Oil's most popular filling stations, operated by Centenary students. They will appreciate your business and you will receive splendid service. Visit them before or after the game.



Fred Willis, Captain, Tackle

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STANDARD
Gasoline and Oils

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Good Luck Gents

From Your
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LEON JOHNSON

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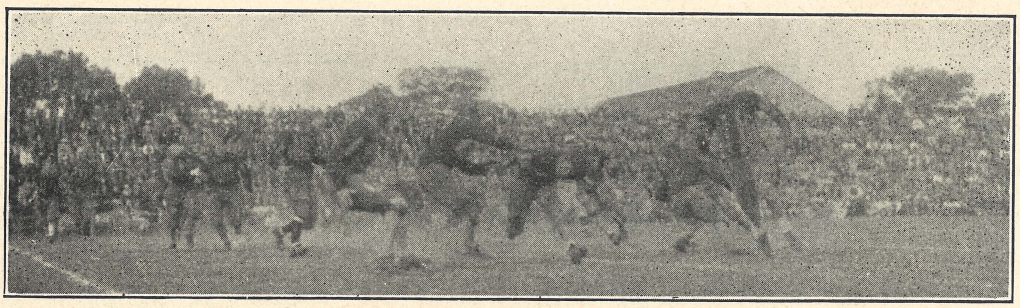

TOUCHDOWN!

THE crowds are wild. That score cinched the game. Once again the alma mater emerged victorious. A fine Coach, indomitable spirit within the squad and "Spike Chadworth"!—This lad fought and squirmed his way sixty yards in four consecutive plays in the closing minutes of play for the game's only score. They'd sing his praises tonight—a campus hero. But Spike felt differently for he knew it had all been made possible by another—his father—who had died when Spike was just six. His father—a good business man, self-made—had foresight to assure an education by a will in which he named the Commercial National Bank as executor and trustee of his estate. So much had been set aside for college expenses which was carefully preserved and ready when the time came. The real hero unsung.—What have you done to assure an education for your child? A quiet talk with our trust officer today in your office or ours will provide life's best for your loved ones, no matter what happens. Tomorrow may be too late.

COMMERCIAL NATIONAL BANK
SHREVEPORT, LOUISIANA

DON'T MISS NEXT GAME--MAKE RESERVATIONS AT ONCE

COMMERCE PLAYERS

Johnston—23
Stringer—24
Gardner—21
Criswell—15
Maloney—17
R. Mattingly—41
Bradshaw—25
Morrison—26
V. Mattingly—28

McClain—42
Bandy—14
Kayser—40
Cruce—39
Powell—18
Fowler—33
Johnson—26
Ford—45
Wright, Capt.—19

England—16
Bledsoe—19
Copeland—44
Sauer—42
Smith—43
Williams—24
Travis—20

PROBABLE

COMMERCE T

End Williams 24
Tackle Ford 45
Guard Smith 43
Center Sauer 42
Quarter Maloney 17
Half Bledsoe 19

CENTEN

End Lee, 46 or Moran, 26
Tackle Willis Captain 44
Guard Biedenharn 36
Center Younger 57
Quarter Hanna 10
Half A. Brown 42

OCTOBER 12th
TEXAS CHRISTIAN UNIVERSITY
Game

Selshire Clothes Go

OFFICIALS: JOE UTAY, Texas A. & M., Referee

COMMERCE TEACHERS

First Downs	Touchdowns	Goals

TOTALS

Touch Downs_____
Goals_____
Safeties_____
Totals_____

Hickey-Freeman
Customized Clothes

Representing creations of incomparable quality and style. Designed for men who desire their good taste reflected in their apparel.

MANHATTAN SHIRTS
Mansco Underwear

SELSHIRE 2 P
$30 $35

Super values that
mark of quality we'

Selbe

SHREVEPORT'S LEADING

GET YOUR TICKETS NOW FOR NEXT GAME—ON SA

LINE-UP

EACHERS

Guard	Tackle	End
V. Mattingly 28	McClain 42	Wright, Capt. 19

Full	Half
England 16	Stringer 24

ARY

Guard	Tackle	End
Balter, 41 or Speights, 12	Crowley, 38 or Thompson, 27	Hill 24

Full	Half
Cawthon, 29 or Welch, 11	Finch, 17 or Ruyle, 30

CENTENARY PLAYERS

Hanna—10	Cawthon—29	Lee—46
Welch—11	Ruyle—30	Johnson—47
Lea—14	Hilton—32	Hunter—48
Nolan—16	Sherman—33	Marshall—51
Finch—17	Mangum—34	Barber—52
Womack—18	Biedenharn—36	Bickley—53
Pattison—20	Rrown, R.—37	Browne—55
Hamilton—22	Crowley—38	Younger—57
Cameron—23	King—40	Schumpert—15
Hill—24	Balter—41	Speights—12
Mitchell—25	Brown, A—42	Thompson—27
Moran—26	Scanlon—43	Ward—45
White—28	Willis—44	

to All Colleges

OCTOBER 19th
SAM HOUSTON TEACHERS
Game

GLENN HUFF, S. M. U., Umpire — HARRY VINER, Missouri, Head Linesman

CENTENARY

First Downs	Touchdowns	Goals

TOTALS

Touch Downs_____
Goals_____
Safeties_____
Totals_____

PANT SUITS
$40
set the highest
ve seen in years.

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STORE for MEN and BOYS

Society Brand Clothes
Style — Quality — Value

Visit our Varsity Shop and ask to see the smart, two button, rope shouldered, peaked lapel suit. It's a "college education" in style.

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$845 AT FACTORY

All Body Types Now Available. "Most Sensational Six Cylinder Car Ever Produced in This Priced Field"

McFADIN MOTOR CO.

Market and Crockett Phone 2-1818

THE VISITING TEAM IS OUR HONOR GUEST—TREAT THEM ROYALLY

A. Brown, Back

RIDE 'EM GENTS

Take 'Em as They Come—
Texas,
T. C. U.,
Baylor,
Arkansas

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Ardis & Company, Inc.

Wholesale Grocers

Have served the public of this community with the most reliable food products since 1880. Let us continue to serve you.

Ardis & Company, Inc.

SHREVEPORT, LA.

Mrs. Maurer's Bakery, Inc.

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TICKETS FOR THE REST OF THE SEASON ARE STILL ON SALE

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Incorporated

Manufacturers of

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and

HARDWOOD LUMBER

Perfection Oak Flooring Company, Inc.

Manufacturers of

"FROST BRAND"

OAK FLOORING

Dan Finch, Back

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FIGHT 'EM GENTS

2000 AT TEXAS

JOIN CENTENARY CLUB

Lovette Hill, End

Shreveport Long Leaf Lumber Company, Inc.

Wholesale and Retail Dealers of Lumber, Special Millwork and Building Material

Long Leaf Home Financing Corporation

Serving

Prospective Home Owners

SHREVEPORT, LOUISIANA

BIG CROWDS BRING BIG TEAMS

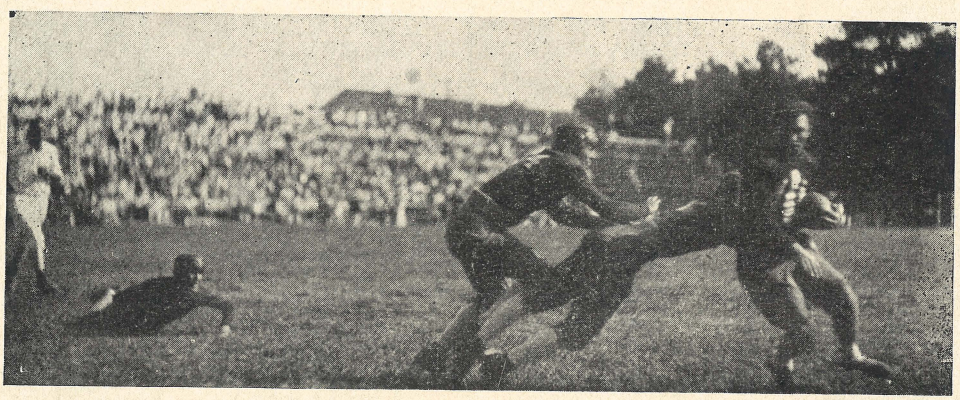
LIKE THE

GENTLEMEN

Babeco Products

Are Leaders in Their Respective Field

The Beaird Corporation



The American Banks

Shreveport, La.

Capital, Surplus and Profits

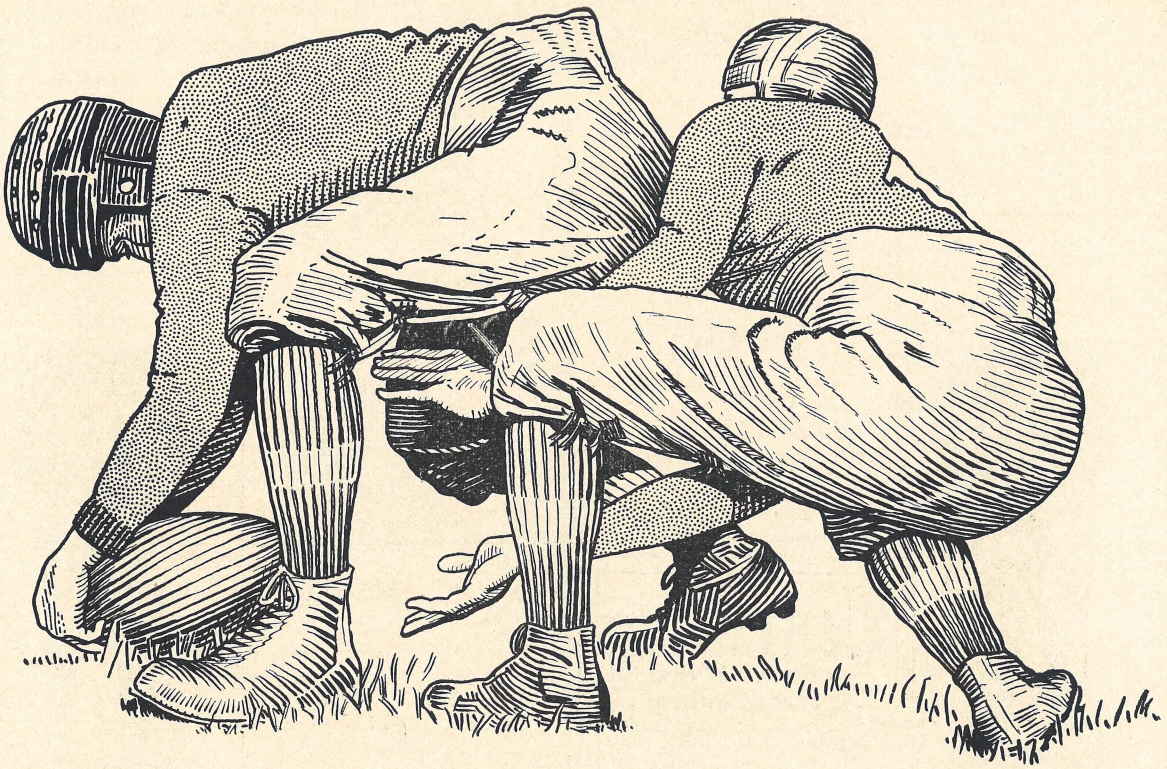
$600,000.00

Morris-Wilson Buick Company, Inc.

Spring at Travis

Phone 6142

A Snappy Start



It's half the success of every game. And half the pleasure of motoring is in the snappy, quick start afforded by Super-Sparco Anti-Knock Gasoline. And the rest of the story lies in the Power to Pull Through. Super-Sparco is colored blue-green. Be sure you get Super-Sparco.

Sparco Gasoline Company, Shreveport, La.

SUPER·SPARCO

anti knock

GASOLINE

SPORTSMANSHIP FIRST — THEN VICTORY!

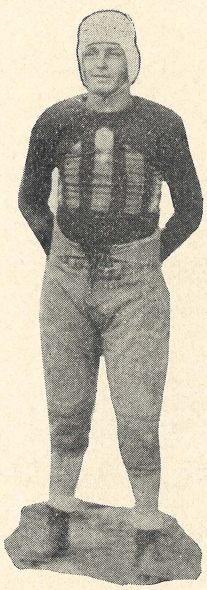
A PHILCO
Radio Set

Will always keep you in touch with the team when out of town. There's no better made!

See us for Demonstration

BEDDING EQUIPMENT

You can always depend upon finding just exactly what you need in Blankets, Comforts, Mattresses, Springs, Beds and other Bedding Equipment, at our display rooms. We specialize in Quality merchandise at Reasonable prices.



Clyde Lee, End

Shreveport Tent & Awning Co.

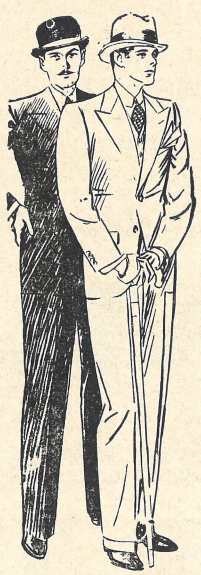
Market St. Viaduct at Sixth

Shreveport Mattress Co.

Market St. Viaduct at Sixth

Baldie Thompson, Tackle

Learbury
Authentic Styled College Clothes
TAILORED AT MORGAN HALL



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We promise that our voice will be heard above that of Centenary's most ardent rooter every time the squad comes onto the field this year and in future years.

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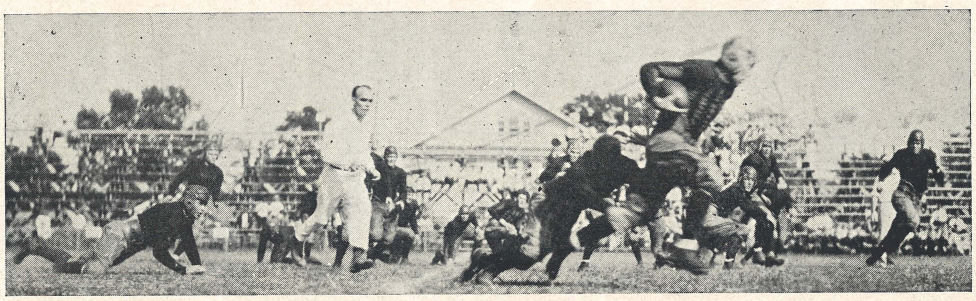

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HOP TO IT GENTS!

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Drop around and see us some time. We'll be glad to meet you. If you are in the market for a Ford car, we'll be glad to fix you up. Be sure to attend the formal opening of our new quarters on Crockett street. We expect to have one of the finest equipped shops in this part of the country.

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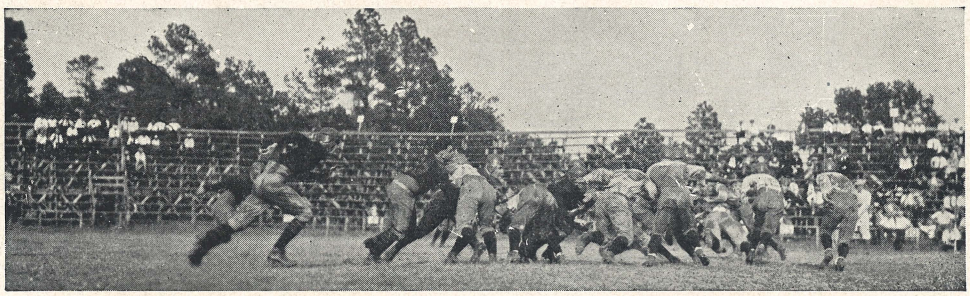

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For 11 years we have deserved and enjoyed the confidence and patronage of Shreveport's most particular people—and finest institutions.

The Gentlefolk of Shreveport and the Gentlemen of Centenary use our products exclusively.

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We want a touchdown, and a year of no defeats. Forward to a Greater Centenary

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Plenty of Parking Space
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LIQUID GOLD COFFEE?

Get a can after the game and discover how good coffee can really be.

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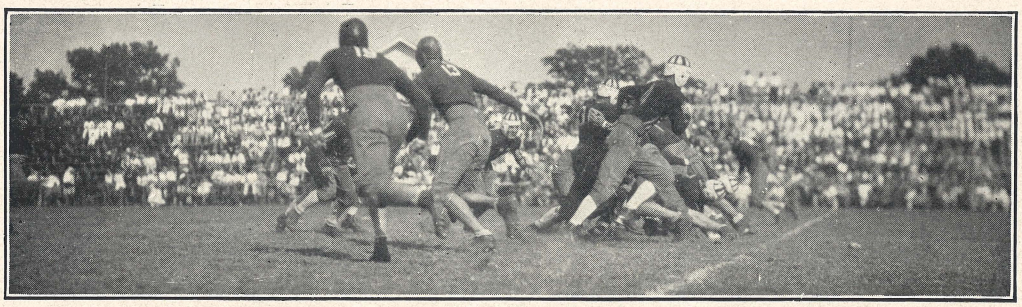

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Shreveport Ice Delivery Company

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